Grant Writing

Nuts and Bolts Strategies

Presented by Tammy Elser for Traffic Educators
April 18th, 2011
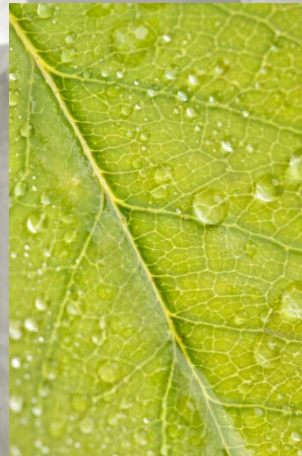
You can't write grants for ...

- Money
- Technology
- Stuff
- Things you already do

You can write grants to ...

- Meet a critical human or environmental need
- Fulfill or expand human potential
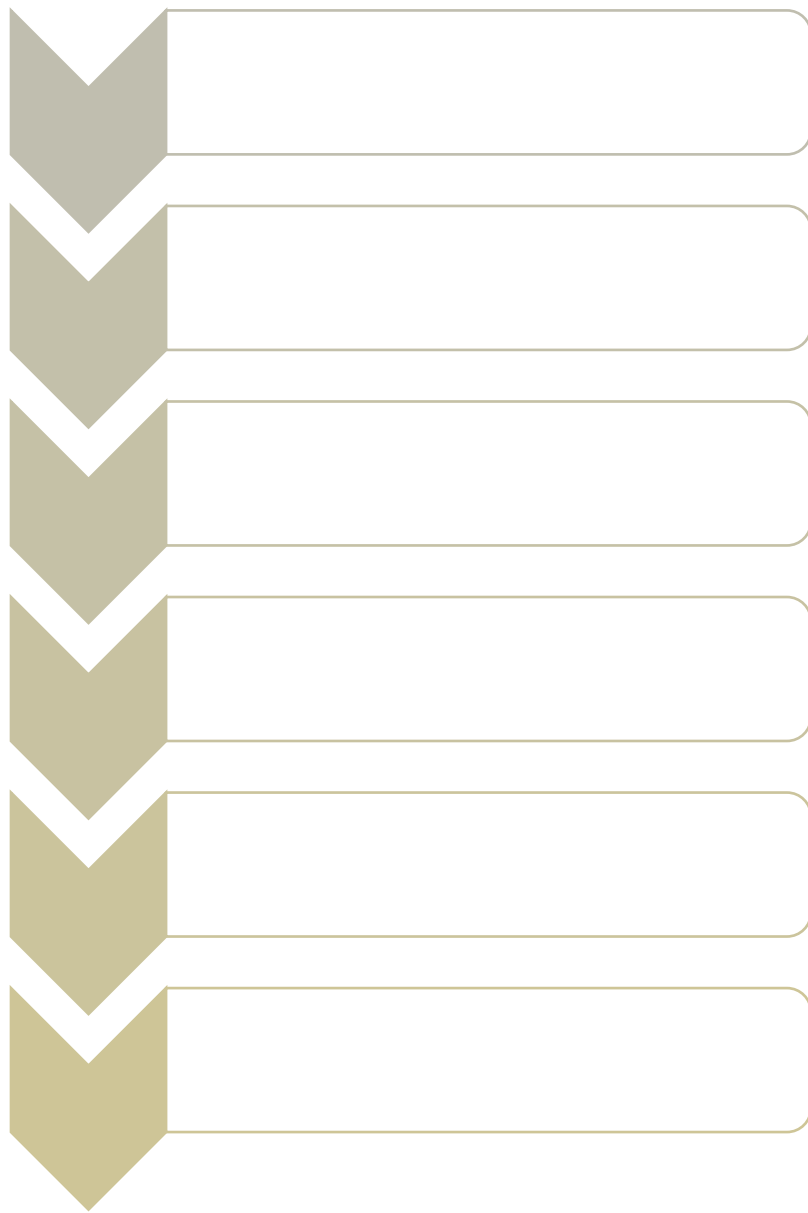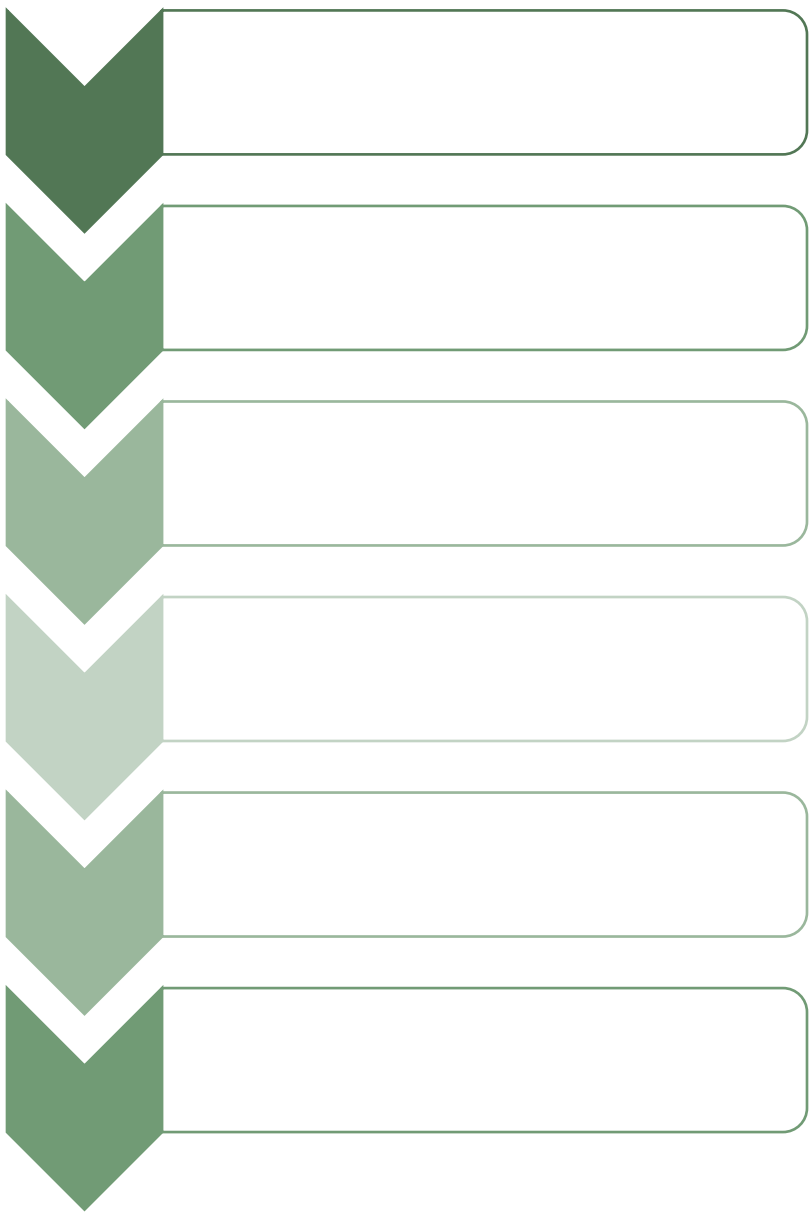- Solve human or environmental problems

All needs worthy of funding are human or environmental needs.

Your task is to translate your wish list into learning outcomes for students and teachers.
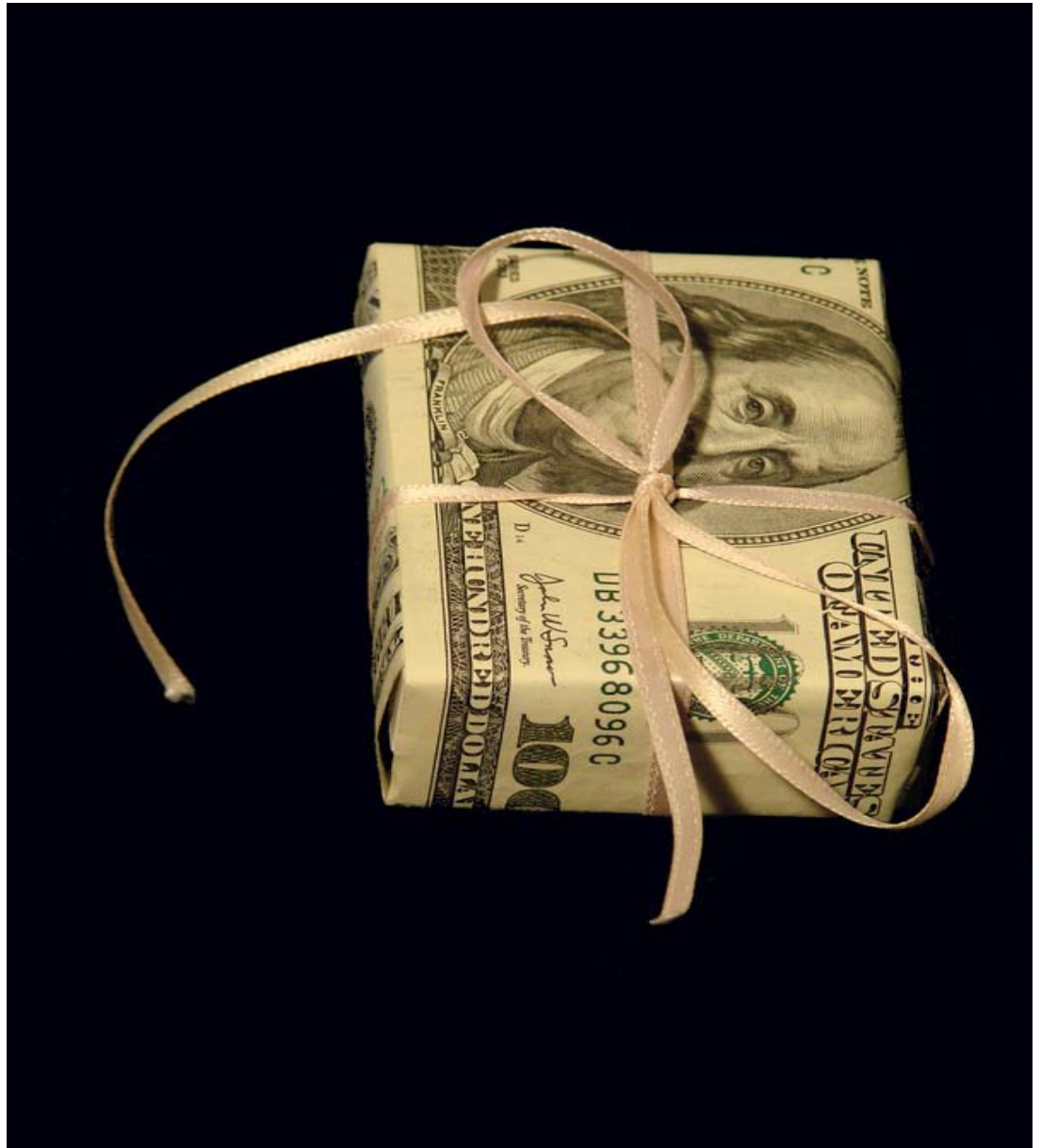
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Congratulations!
You have been funded!

….. So what?

In five years, what will endure?

- How many of your intensely trained teachers still use best practices when no one is watching?

- Will your equipment and software purchased in 2012 still meet industry and work place standards in your community in 2014?

- Will students be developing 20th century skills or 21st century skills? At what level?

- Will you be in the same position you find yourself in today, in 2011?

- Will the project change hearts, minds and the way we work or live?

Two types of grants
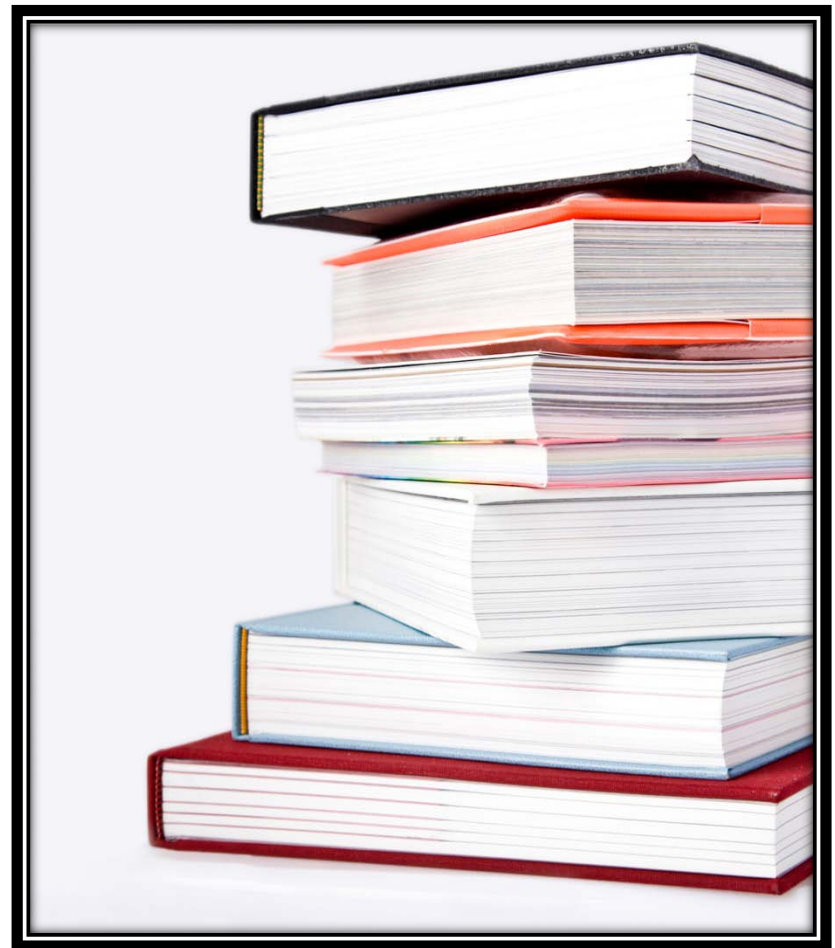
Who you know

- Success is determined by who you know, your credibility with people who are in control of grant dollars.
- Success is also determined by your ability to network, sell your ideas and your schools capacity.

What you know

- Success depends on your knowledge level about the funding agencies goals and priorities and knowledge about a specialized field - such as health, accident prevention, safety education, law enforcement etc…

- Success is also determined by your sophistication at the grant writing process itself.
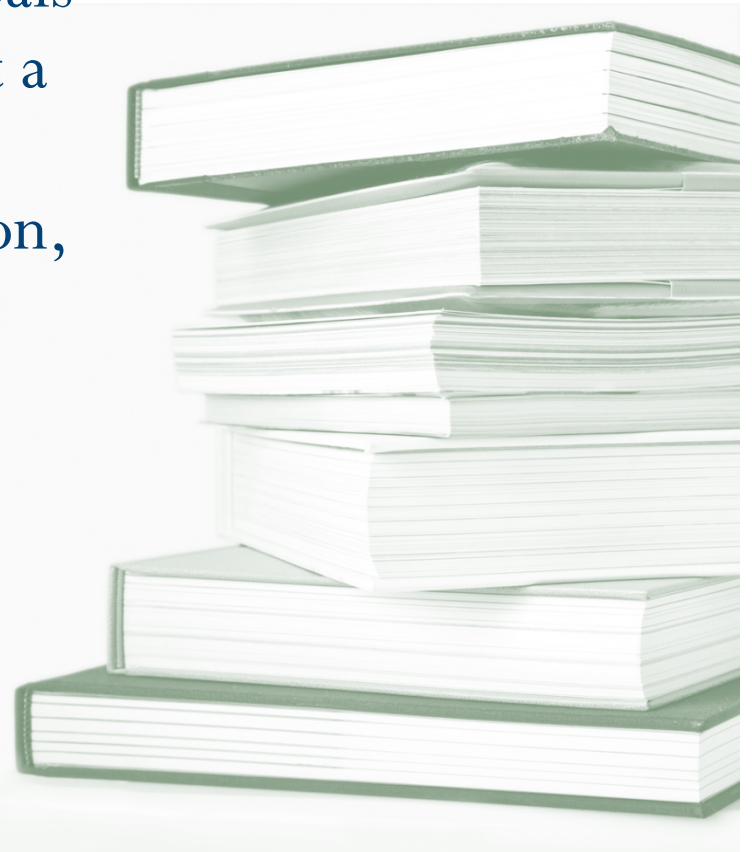
Steps

1. Develop a strategic plan for your organization through a consensus building process.

2. If working alone, envision your classroom and students. What would transform teaching and learning?

3. From the strategic plan, determine grant writing goals and review every six months.

4. The goals are a wish list of things people want for your organization - translate the wish list into a list of human needs.

5. All needs viewed together are the pie.

6. Slice off pieces of the pie and develop focused pre-proposals from that list.
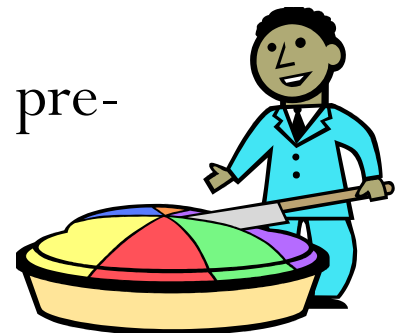
Steps

7. Be innovative, original and dynamic in the means you propose to meet the needs identified.

8. Circulate pre-proposals to build consensus.

9. Research potential grant makers regularly.

10. Match grant makers to slices of your pie.

11. Develop Quick Response Files to help build proposals.

Steps

12. If RFP's are not yet available, build proposals based on a generic grant outline. Cut and paste into the real proposal once you have the criteria.

13. Once the RFP is available read carefully, then enter the criteria in your computer exactly as stated in the application package.

14. Replace generic "organization or agency will" with the name of your organization.

Steps

16. Use the Table of Contents feature on your word processor to create a table of contents directly from the grant maker's criteria by formatting each heading and subheading.

17. Treat the criteria like a fill-in-the-blanks test. Address one criteria at a time using your QRFs and pre-proposal as they are appropriate.

18. Set aside eight hours per month (minimum) to deal with grant writing and research.
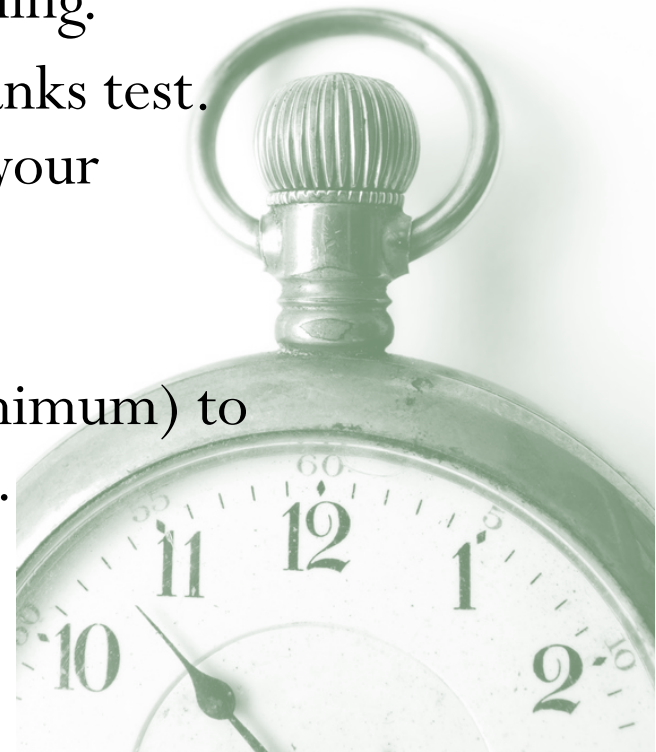
Economy of Scale

Remember, when the big RFP s come along, you could put in over 150 hours, even with all the best preparation. The payoff in terms of innovative, excellent educational opportunities is worth the effort of these large proposals.

So...what do you want? What do you need?
And why or how will that make the difference?
Do you have clear, consistent theory, philosophy
and defined strategic vision to stay the course?

Any grant that is not aligned to your strategic plan and coherent long term goals should not be pursued.
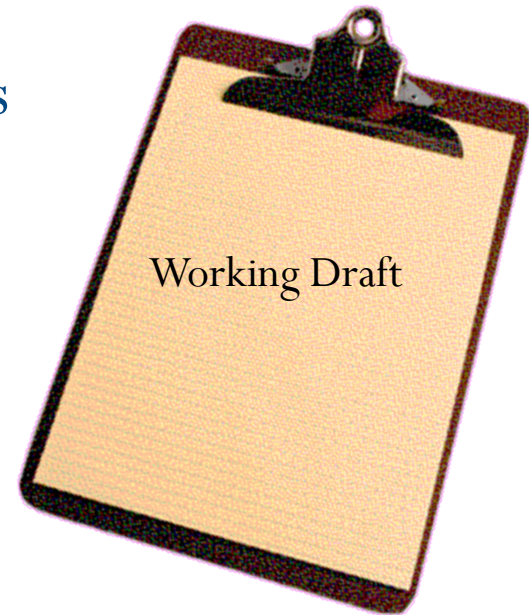
(period.)

Where are you headed and what is your mission?

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Seed Proposals

- Narrative Summary
- Management By Objectives Tables
- Detailed Budget
- Cover Letter to all Stake Holders

Working Draft

Quick Response Files

- Description of your organization
- Demographics of your organization
- Description of key personnel
- Graphic template of management plan
- Table templates for objectives, evaluation, coordination, and collaboration plans
- Organization vision and mission statements
- Equal opportunity employment policy statement and staff demographics
- Needs statements for various pre-determined grant writing goals
- Current selection criteria for various proposals

Parts of a Proposal

- Required Forms
- Abstract
- Project Activities
- Need for the Project
- Quality of Project Design
- Qualifications of Key Personnel
- Budget and Budget Narrative
- Adequacy of Resources
- Quality of Management Plan
- Quality of Project Evaluation
- Conclusion

- **Abstract**
- **Need**
- **Objectives**
- **Evaluation**

Narrative or Executive Summary, Abstract

- Guide the reader (by the nose)
- Establish a basic understanding of your project (forest vs. trees)
- Introduce your idea to the grant maker
- Match your project to the grant maker s goals
- Set expectation for innovation and success
- Don't exceed one page

Elements of the Narrative Summary

Consider each bullet a sentence.

- Describe your organization, its location and demographics.

- State the problem.

- State what is required to solve the problem.

- State the goal of the proposal.

- Identify several key components of your proposal that closely match your grant makers goals.

- Emphasize one or two innovative approaches to meeting your goal or solving your problem.

- Make a statement of commitment to solve the problem which justifies this request.

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Defining Needs

The needs statement is a section of the proposal that defines your organization and why you need grant funds. The needs statement will be written in two forms, once in a very brief paragraph consisting of 100 words or less (used in your narrative summary) then again in greater detail with supporting statistics and documentation. Here is where you include survey results, test data, demographic information and sometimes current research. The needs section could be 15 pages long or more depending on the grant maker s limitations. The following may be included.

Items in Needs Statement

- Description of your organization emphasizing its unique characteristics.

- Demographics of your service population.

- Needs of your service population, which may include, information, training, treatment, academic, social, emotional, physical and spiritual needs depending on your program emphasis.

- Emphasize unique qualities of your organization that indicate your readiness to solve the problems stated in this needs section.

Items in Needs Statement

- Be specific and state needs in the most human terms possible.
- Use graphs, charts and tables to display data.
- Don t push emotional appeal.
- Be clear, direct and optimistic about the power of the proposed program to change your situation.
- Depending on the $ available and the grant makers scope, the needs may be defined as a small slice of the pie you have identified, or the whole pie.

Writing Objectives

The core of the objectives and design section is the management by objectives tables. These tables state each objective including *who* is going to do *what* by *when* and *how well* or *how will success be measured*. The management by objectives tables also define each major activity to be conducted to fulfill each objective, the responsible staff, deadline and method of evaluation for the objective and each activity.

Goal or Objective? Ummm

- Objectives are more specific than goals.
- Objectives are always measurable.
- Objectives usually include a time line for completion.
- Objectives are linked to intended outcomes, not specific means to an end.

Examples

Goal: Every Child a Reader!

Objective: 99% of Arlee 3rd graders will read at a Reading Recovery Level 34 or above by the end of 3rd grade as measured by quarterly running records after participating in an elementary school-wide literacy enrichment program.

Activity: Implement a Free Voluntary Reading Program in every elementary classroom for 20 minutes per day in self selected texts to increase reading practice.

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Evaluation – Plan with the end in mind

- Evaluation reflects on the credibility of your organization to fulfill the mission of the proposed program.

- Both process and product, (or outcomes) of a program are evaluated.

- How each objective is to be evaluated or measured should be stated in each objective.

- Often, evaluation is treated as an afterthought or a formality. If so, a golden opportunity to improve your organization has been missed.

Readers want to find…

- Clearly articulated human needs,
- Clear communication,
- Clear alignment,
- Complete proposals,
- Conciseness,
- Consistency,
- Consideration, and
- Capacity and readiness.

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